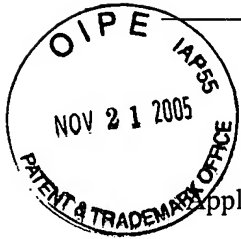


Please Direct All Correspondence to Customer Number **20995**

**TRANSMITTAL LETTER****SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

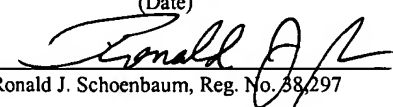
Applicant : Eric R. Vadon  
App. No : 10/817,554  
Filed : April 2, 2004  
For : AUTOMATED DETECTION OF  
ASSOCIATIONS BETWEEN SEARCH  
CRITERIA AND ITEM CATEGORIES  
BASED ON COLLECTIVE ANALYSIS  
OF USER ACTIVITY DATA  
Examiner : Unknown  
Art Unit : 2175

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

November 16, 2005

(Date)

  
Ronald J. Schoenbaum, Reg. No. 38,297

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

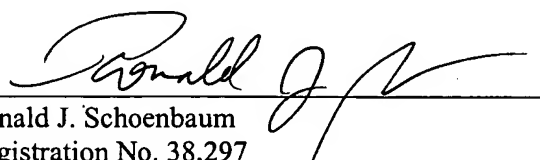
Alexandria, VA 22313-1450

Dear Sir:

Enclosed for filing in the above-identified application are the following:

- (X) A Supplemental Information Disclosure Statement, including a PTO/SB/08 equivalent listing one (1) reference;
- (X) A copy of the listed reference; and
- (X) A return prepaid postcard.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Account No. 11-1410.

  
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Applicant : Eric R. Vadon  
App. No : 10/817,554  
Filed : April 2, 2004  
For : AUTOMATED DETECTION OF  
ASSOCIATIONS BETWEEN SEARCH  
CRITERIA AND ITEM CATEGORIES  
BASED ON COLLECTIVE ANALYSIS  
OF USER ACTIVITY DATA  
Examiner : Unknown  
Art Unit : 2175

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Attached is a (PTO/SB/08 Equivalent) listing one (1) reference to be considered by the Examiner. Copy of one (1) reference is enclosed.

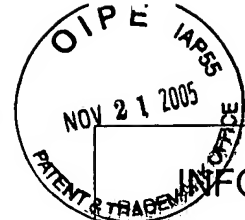
This Supplemental Information Disclosure Statement is being filed before the receipt of a first Office Action on the merits, and presumably no fee is required. If a first Office Action on the merits was mailed before the mailing date of this Statement, the Commissioner is authorized to charge the fee set forth in 37 C.F.R. § 1.17(p) to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 11-16-05

By: Ronald J. Schoenbaum  
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Multiple sheets used when necessary)

SHEET 1 OF 1

Application No.	10/817,554
Filing Date	April 2, 2004
First Named Inventor	Eric R. Vadon
Art Unit	2175
Examiner	Unknown
Attorney Docket No.	SRCH.105A

**U.S. PATENT DOCUMENTS**

Examiner Initials	Cite No.	Document Number Number - Kind Code (if known) Example: 1,234,567 B1	Publication Date MM-DD-YYYY	Name of Patentee or Applicant	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear

**FOREIGN PATENT DOCUMENTS**

Examiner Initials	Cite No.	Foreign Patent Document Country Code-Number-Kind Code Example: JP 1234567 A1	Publication Date MM-DD-YYYY	Name of Patentee or Applicant	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear	T <sup>1</sup>
		WO 01/25947 A1	04/12/01	PCT		

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>1</sup>

2073842/dns  
111605

Examiner Signature

Date Considered

\*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

T<sup>1</sup> - Place a check mark in this area when an English language Translation is attached.